

Compudigm International

Compudigm's seePOWER V4 Gaming Intelligence and Advanced Marketing solutions transform your back of house data into understandable, actionable information.

seePOWER is used globally - over 33 gaming operators with 60,000+ gaming positions and \$6B in gross revenue.

Our value to the Enterprise: Advancing Ideas & Decisions through Visualizations.

Please visit our website for further details at www.compudigm.com.

Products and Services

Management > Systems, Software > seePOWER V4 Gaming Intelligence and Advanced Marketing Solutions

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MIS > Data Visualization > seePOWER V4 Gaming Intelligence

The company's seePOWER data visualization technology is revolutionizing the way data is understood and leveraged in the gaming, telecommunications, retail, energy, financial services, and life sciences industries. By delivering a holistic, many-dimensional view of the key performance metrics unique to each organization, seePOWER arms executives with never-before-possible business insights that are critical for driving ongoing business improvement, revenue and profit growth.

MIS > Data Warehousing > seePOWER V4 Gaming Intelligence and Advanced Marketing Solutions

seePOWER is a data visualization solution which can sit on top of virtually any data warehouse. From managing world record cell phone loads at the Sydney 2000 Olympic Games to helping the world's most successful gaming companies achieve new levels of efficiency and profitability, seePOWER is redefining the way companies leverage and action the massive volumes of transaction and customer data they generate and collect.

Player Development > Customer Relationship Systems > seePOWER Data Visualization & Profiling Solution

With seePOWER V4 Gaming, complex marketing and financial analysis and direct mail campaign management that previously took days of expert data manipulation are available in just minutes through a few clicks of a wizard button. Capabilities include: •Execute sophisticated visual market basket analysis •Household or husband/wife linking and mailing list filtering •Create profiles on a combination of patron lists or snapshots. •Advanced Merge/purge capabilities for joining lists without duplication •Enhanced reporting tool for easily customized reports •Schedule creation of mailing lists and automatically email mailing lists •Enhanced event monitoring and analysis - associate patrons with an event, participation/redemption analysis, coupon abuse analysis. Benefits include: •Intimately understand the preferences and behavior of your customers faster •Execute sophisticated direct marketing campaigns with the click of a button •Monitor and analyze coupon redemptions and the success of marketing campaigns •Multi-select/drill down and OLAP data cube allow faster, deeper comparison of areas of opportunity for improvement on the gaming floor.

Management > Systems > seePOWER V4 Gaming Intelligence and Advanced Marketing Solutions

seePOWER V4 delivers an array of features including support for real-time capability an advanced Marketing Module, with a host of time-saving features for Casino Marketing departments. Gaming floor visualizations are more flexible, faster and efficient. A range of other enhancements and features make seePOWER V4 the most comprehensive and cost effective gaming intelligence solution available. A new, three-tier solution model allows casinos to select the level of functionality tailored to meet current needs with flexibility to grow over time. It's easier than ever before to take advantage of all that seePOWER Gaming has to offer.

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Date Established: January, 1997

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Compudigm Moves Into United States Market

Wednesday, 2 August 2000, 3:39 pm
Press Release:

Compudigm Moves Into United States Market With Large US Partner

Innovative New Zealand software company Compudigm International debuted its SeePower data visualization technology to the US market today. The launch was made at the Sybase Techwave Conference in Florida where Compudigm and the giant US information systems company, Sybase, signed a resellers agreement.

SeePower's sophisticated system supported by the Sybase database, Adaptive Server IQ, will bring revolutionary performance tracking and evaluation technology within the reach of New Zealand companies. The technology takes huge quantities of data, converts it into colour-coded pictures for non-technical people to understand and allows businesses to quickly evaluate their performance based on KPIs (key performance indicators).

The partnership with Sybase will mean explosive growth for SeePower and Compudigm. Compudigm, which began in 1997, boosted the staff of its Wellington business to 45 in the past three months and this is likely to increase to 100 over the next 12 months.

"We are proud to be a successful, dynamic New Zealand company and will continue to be based in NZ, employing people who love to live here," says Andrew Cardno, Compudigm's President.

Compudigm originally developed SeePower for the gaming and retail industries using Sybase infrastructure and it was first used by Melbourne's Crown Entertainment in July 1999. Work is now underway to customise the system for other markets including Internet, financial and health services and telecommunications, where Sybase has a significant market share.

Internationally, Sybase works with 60% of banks, 90% of securities firms, all leading life insurance companies, a high proportion of health service businesses and 150 of the top telecommunications, media and entertainment companies. The marriage of Compudigm's SeePower with

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Sybase database systems will introduce SeePower to this range of worldwide businesses.

Eric Miles, Sybase Business Intelligence Division general manager, says the combined Sybase/Compudigm solution will revolutionise business intelligence by making the process more intuitive and easier to use. "We are very impressed with SeePower's dynamic visualisation capabilities."

Cardno explains: "SeePower gathers data and displays it in a visual format. In simple terms, it is a highly efficient means of gathering business information to monitor and improve performance, which then leads on to more effective management and a thorough interpretation of business trends."

-ENDS-

Ø For more information: Ø Chris Leather, Communications Manager, Compudigm, 04 499 9881 Ø Grant Margison, Chief Operating Officer 04 499 9881 or 025 989383

BACKGROUND - About Compudigm Ø Compudigm International Ltd is a NZ owned and operated software development company based in Wellington, New Zealand. The company was established in January 1997, and currently employs 45 people. Ø Compudigm uses its ground-breaking data visualisation management system called SeePower to capture and analyse the large volumes of hidden information in a corporate database. The results are presented in a user-friendly visual format which enable operational and marketing management to quickly interpret and communicate profit flows, turnover and other key performance indicators. They also enable an intuitive understanding of the business interactions surrounding customers and suppliers. Ø SeePower can be applied to any industry which handles large volumes of data, including retail, telecommunications, sports, gaming, internet, finance and banking. Ø Overseas contracts are driving Compudigm's growth. This has lead to the opening of an office in Las Vegas and the partnership with Sybase for providing the most innovative world class business intelligence resources. Website: www.compudigm.com About Sybase, Inc.

Ø Headquartered in Emeryville, California, Sybase Inc. is one of the largest global independent software companies. Sybase helps businesses integrate, manage and deliver applications, content and data anywhere they are needed. The company's products, combined with its world-class professional services and partner technologies, provide a comprehensive platform for integrated, end-to-end solutions in mobile and embedded computing, data warehousing and Web environments. Ø Sybase focuses especially on Enterprise Portal (EP) solutions, which give businesses the ability to extend their enterprise to customers, partners and suppliers by converting stored data into useful information, that can be organized, integrated and personalized for use anywhere at anytime. Sybase customers represent the industries leading the global economy, with strong concentrations in financial services, public sector, telecommunications and healthcare. Ø Ø Website: www.sybase.com

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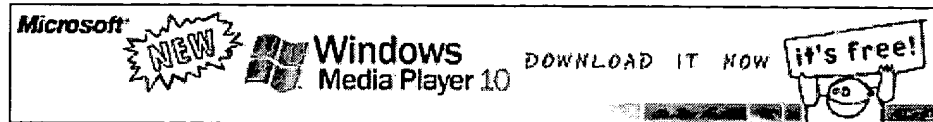
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Compudigm's seePOWER Advanced Gaming Intelligence Solution Now Available on Tap!

Wednesday, 17-Sep-2003
11:10AM PDT

Story from Compudigm via BizWire
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LAS VEGAS--(BUSINESS WIRE)--Sept. 17, 2003--
Compudigm today launched a new Subscription Services program which will allow casinos to tap into the seePOWER(TM) Gaming Intelligence solution and Compudigm's global gaming technology expertise through an annual subscription offering.

NewsVantage – All the views of all the news!

The program includes subscription offerings for Hosted seePOWER, Asset Validation -- Ground Truthing and BackOffice Update, Slot Floor Optimization and Customer Segmentation with planned availability for Q4 of this year.

Compudigm's Hosted seePOWER will be offered in three levels of subscription to provide flexibility in both the level of detailed data to be accessed and pricing. Through this application service provider (ASP) model, Hosted seePOWER can be quickly up and running with minimal infrastructure required at the casino's end.

"This is an outstanding opportunity for casinos to tap Compudigm's global gaming expertise and harness the extraordinary capabilities of seePOWER without needing to invest in costly IT infrastructure. There's a very compelling value proposition here," said Lydia Zaffini, VP of North American Operations at Compudigm.

The seePOWER Gaming solution is used by leading casinos to monitor, manage and optimize the performance of nearly 60,000 slot machines and table games worldwide. seePOWER intelligence has been responsible for consistently achieving slot revenue gains of more than 10 percent, improved marketing campaign efficiency of more than 30 percent and driven a three-fold acceleration of decision-action cycles.

Best Practices Subscription Services will be offered for:

Asset Validation -- Ground Truthing maps the gaming floor with the information currently available to the property (via AutoCAD or other electronic format) with onsite inspection. The floor plan is then updated (and delivered in electronic format) to provide the true and accurate picture of the environment. Back Office update takes the results of the Ground Truthing effort and synchronizes the information with the back office system for complete consistency and accuracy.

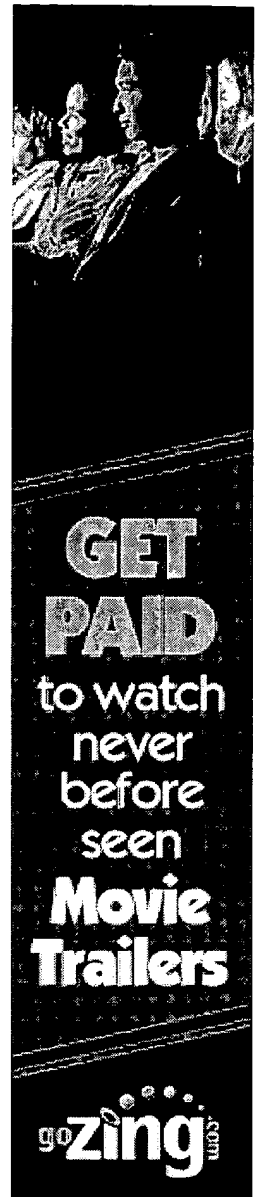
Slot Floor Optimization -- provides for analysis and recommendation in several key gaming floor areas such as new games, participation level mix with owned games, overall game title mix and floor layout. Depending on the level of subscription, the depth of analysis can include highly sophisticated market basket and magnet game analysis.

Customer Segmentation -- Compudigm can also undertake sophisticated Customer Segmentation and analysis so casinos can intimately understand their customers' play behavior and geo-demographic variables to execute marketing campaigns with pinpoint accuracy.

Depending on their level of subscription, casinos will be able access Asset Validation, Slot Floor Optimization and Customer Segmentation services up to six times a year. "It's a very flexible model which allows casinos to have these services undertaken with a level of frequency that maps to their specific requirements," said Zaffini.

seePOWER arms marketing and slots executives with never-before-possible business insights that are critical for driving ongoing business improvement, revenue, and profit growth. The solution has been responsible for consistently achieving slot revenue gains of more than 10 percent, improved marketing campaign efficiency of more than 30 percent and driven a three-fold acceleration of decision-action cycles.

About Compudigm:



Founded in 1997, Compudigm is the winner of consecutive Smithsonian Computerworld Laureates and the Data Warehousing Institute's Product of the Year award for Data Visualization. The company maintains offices in Las Vegas, London, and Wellington, New Zealand, and can be reached at www.compudigm.com.

seePOWER solutions based on the company's advanced data visualization technologies are also available for the retail, financial services, telecommunications, and utilities industries. The company's customers include Harrah's Entertainment (NYSE: HET), Hollywood Casinos, HSBC Plc (NYSE: HBC), Jupiters Limited (ASX: JUP), PBL Limited (ASX: PBL), Transpower, and PharmAssay.

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